

ESTTA Tracking number: **ESTTA339780**

Filing date: **03/30/2010**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91192750
Party	Defendant E & E Co., Ltd. dba JLA Home
Correspondence Address	J. Alexander Hershey Thorp Reed & Armstrong, LLP 301 Grant Street, 14th Floor, One Oxford Centre Pittsburgh, PA 15219 UNITED STATES ahershey@thorpreed.com
Submission	Other Motions/Papers
Filer's Name	Edmund Jin
Filer's e-mail	nancy.hattersley@jlahome.com
Signature	/Edmund Jin/
Date	03/30/2010
Attachments	West End.pdf (3 pages)(50490 bytes)

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

In re Application No. 77/783,089

Filed: July 16, 2009

Published: October 20, 2009 in the Official Gazette

For: **WEST END**

WILLIAMS-SONOMA, INC.,

Opposer,

vs.

E&E CO., LTD. (d/b/a/ JLA HOME),

Applicant.

Opposition No. 91192750

REQUEST OF SELF REPRESENTATION

Applicant E&E Co., Ltd. (d/b/a JLA Home) (“Applicant” or “JLA Home”), hereby choose to represent itself in this case.

Applicant hereby appoints Susan Wang, Corporate Vice President of E & E Co., Ltd as authorized representative to proceed with the following proceedings.

Susan Wang
Corporate Vice President
E & E Co., Ltd.
45875 Northport Loop E
Fremont, California 94538
510-490-9788(phone)
510-651-2621(fax)
Susan.wang@jlahome.com

Respectfully submitted:



Dated: March 19, 2010

Edmund Jin
Chief Executive Officer
E & E Co., Ltd/JLA Home
45875 Northport Loop E
Fremont, California 94538
Tel: 510-490-9788
Fax: 510-651-2621
E-mail: Edmund.jin@jlahome.com

CERTIFICATE OF SERVICE

I hereby certify that, this 30th day of March, 2010, I have caused a copy of the foregoing Motion to Withdraw and Substitute Appearance to be served by U.S. Mail as follows:

Marie C. Seibel
Townsend and Townsend and Crew LLP
Two Embarcadero Center
San Francisco , CA 94111
415.576.0200
415.576.0300
mcseibel@townsend.com

*Attorneys for Opposer
Williams-Sonoma, Inc.*